

Helsinki

Principles for the use of artificial intelligence in City of Helsinki communications

Artificial intelligence in communications – responsibly and openly

The City of Helsinki uses artificial intelligence to support its communications and services. The aim is to improve the accessibility, effectiveness and quality of information. Artificial intelligence will help content providers, but we will always use it while ensuring accountability, transparency and trust.

Adhering to City of Helsinki policies

Any use of artificial intelligence in communication will comply with our [communications policy](#) ('[Viestinnän linjaukset](#)' available in Finnish) and [brand and marketing strategy](#). This is to ensure that our content remains consistent and reliable.

Guided by ethical principles

The City of Helsinki has defined eight ethical principles for the use of data and artificial intelligence. They will guide all use of artificial intelligence in the City's communications and services: [Ethical principles](#) (in Finnish).

Top priority to privacy protection and information security

We process personal data and other confidential information only in artificial intelligence systems that have been specifically assessed and approved for that purpose.

No infringement of intellectual property rights

We only use material for which we have permission. We respect copyright in the material we feed to artificial intelligence, and we do not use artificial intelligence to circumvent copyright. If we use images or other material generated using artificial intelligence, such content will be clearly labelled.

Artificial intelligence used to support authors, but not replace them

We use artificial intelligence to draft, summarise or structure texts, for example. However, the content published is always verified by and the responsibility of a human being. If the content is generated using artificial intelligence, we will let readers know.

Shared rules applied to partners

We require our partners to comply with the City of Helsinki principles for the use of artificial intelligence. In this way, we ensure that responsible principles are implemented in all our communications.

Helsinki

City of Helsinki
City Executive Office

PO Box 1, FI-00099 City of Helsinki

Exchange: +358 9 310 1691

hel.fi